

GOVERNMENT OF ANDHRA PRADESH  
A B S T R A C T

YAT & C (PMU) Department - Tourism Promotion - Photography, design development, processing, colour corrections of photograph, printing and supply of Coffee Table Book on paintings "Shades of Heritage" - Sanction of Rs.9,83,150/- (Rupees nine lakhs eighty three thousand one hundred and fifty only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 327

Dated 04.05.2013.

Read:-

Bills received from M/s. Livewires Advertising Pvt.Ltd.,  
Hyderabad, Dated 22.08.2012.

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O R D E R:-

Government has decided to prepare a coffee table book on Shades of Heritage "Hyderabad's Charm" in Water Colours for promoting Heritage of Hyderabad at National and International arena and attracting more number of tourists to Andhra Pradesh. Accordingly certain agencies were requested to submit their quotations. After receiving of quotations it is founded that M/s. Livewires Advertising Pvt.Ltd., Hyderabad has quoted the least. Due to lack of time and urgency of the work, Government over phone (without work order) requested to M/s. Livewires Advertising Pvt.Ltd., Hyderabad to take up the work.

2. In the reference 2<sup>nd</sup> read above, M/s. Livewires Advertising Private Limited, Hyderabad has been completed the said work and submitted the bills for an amount of Rs.9,83,150/- (Rupees nine lakhs eighty three thousand one hundred and fifty only) towards cost of photography, design development, processing, colour corrections of photograph, printing and supply of Coffee Table Book on paintings "Shades of Heritages" and requested for payment.

3. Government after careful examination, hereby ratify the action of allotting the work over phone due to urgency (without work order) to M/s. Livewires Advertising Private Limited, Hyderabad and sanction an amount of Rs.9,83,150/- (Rupees nine lakhs eighty three thousand one hundred and fifty only) to M/s. Livewires Advertising Private Limited, Hyderabad towards cost of photography, design development, processing, colour corrections of photograph, printing and supply 1000 numbers of Coffee Table Book on paintings "Shades of Heritages".

4. The Amount sanctioned at para-2 above shall be debited to the following Head of Account:-

"3452 – Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists – Schemes included in PLAN, 11 – Normal State Plan, 13-Tourism PMU, 260-Advertisements, Sales and Publicity Expenses".

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5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-2 above and disburse the same to M/s. Livewires Advertising Private Limited, Hyderabad through bank. The details of the bank account is as follows:

Bank Name	:	Corporation Bank
Branch Name	:	Dwarakapuri Colony, Hyderabad
Bank A/c.No.	:	206600202000203
IFSC Code	:	CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
The Assistant Secretary to Government and Drawing & Disbursing Officer,  
YAT & C (PMU) Department.  
M/s. Livewires Advertising Private Limited, Hyderabad.

**Copy to:**

The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.  
The YAT & C (PMU-Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER